

# SOLICITATION INFORMATION

September 23, 2005

**LOI NUMBER #B05641**

**TITLE: HEALTHY SCHOOLS – HEALTHY KIDS**

**OPENING DATE AND TIME: 10/14/2005 – 2:20 PM**

PRE-BID/ PROPOSAL CONFERENCE: NO DATE: TIME:

MANDATORY:

LOCATION:

SURETY REQUIRED: NO

BOND REQUIRED: NO

LINDA ROCHE  
SENIOR BUYER

/dls

Vendors must register on-line at the State Purchasing Website at [www.purchasing.ri.gov](http://www.purchasing.ri.gov) to be able to download a Bidder Certification Cover Form which must accompany each offer.

## **NOTE TO VENDORS:**

Offers received without the entire completed three-page RIVIP Generated Bidder Certification Cover Form attached may result in offer disqualification.

**THIS PAGE IS NOT A BIDDER CERTIFICATION FORM**

# **HEALTHY SCHOOLS! HEALTHY KIDS! WEBSITE AND COURSE DEVELOPMENT**

## **Letter of Interest**

The Rhode Island Department of Administration, Division of Purchases, on behalf of the Education (RIDE) Office of School Support and Family Engagement (OSSFE) is requesting Letters of Interest from qualified individuals or entities to develop and design a Healthy Schools! Healthy Kids! interactive website to promote the Rhode Island coordinated school health programs in accordance with the terms of this solicitation. Healthy Schools! Healthy Kids! (HS! HK!) is a joint initiative of the Rhode Island Departments of Education and Health, and is funded by the Centers for Disease Control and Prevention (CDC). The Healthy Schools! Healthy Kids! Website will provide meaningful information to schools, teachers, families, youth, and others, to improve the health and academic performance of school-aged children and youth. This website will be designed according to the 8-component Coordinated School Health Program model and will focus on health education, physical activity, nutrition, tobacco prevention and cessation, HIV/Sexuality prevention education, and school food safety. In addition, a standards-based, on-line professional development course on the coordinated school health model will be designed and integrated with the HS! HK! Website.

A strong emphasis will be placed on in-depth knowledge and experience in three areas:

1. Coordinated school health, particularly in the areas of physical activity, nutrition, tobacco prevention/cessation, HIV/Sexuality education, and school food safety;
2. Design and development of interactive, educational websites; and
3. Design and implementation of distance-learning initiatives.

Individuals or organizations who can demonstrate their knowledge, experience and accomplishments in these areas are encouraged to submit Letters of Interest in response to this Request.

### **INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:**

Potential vendors are advised to review all sections of this solicitation carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.

The state reserves the right to award to one or more offerors.

All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content shall be borne by the offeror. The State assumes no responsibility for these costs.

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.

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Proposal misdirected to other State locations or which are otherwise not present in the RIDE at the time of opening for any cause will be determined to be late and will not be considered.

In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040).

Bidders are advised that all materials submitted to the State of Rhode Island for consideration in response to this Letter of Interest will be considered to be public records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws, without exception, and will be released for inspection immediately upon request, once an award has been made.

### **BACKGROUND AND OVERVIEW:**

Healthy Schools! Healthy Kids! (HS! HK!) is a Centers for Disease Control (CDC) funded initiative to promote improved academic performance and health for school-aged children and youth, particularly in the areas of nutrition, physical activity, tobacco, HIV/Sexuality education, and school food safety. A coordinated approach to school health also includes health education; physical education; health services; counseling, psychological and social services; school climate/environment; family/community involvement; and health promotion for staff. The primary partners in the HS! HK! initiative are the Rhode Island Departments of Education and Health and other state, school and community partners.

HS! HK! is in need of an interactive, educational website targeting schools, teachers, families, youth, and others. This will serve as an important tool for providing current information, resources, and updates to these key constituents. The HS!HK! Website will provide information, materials and links to local and national resources related to CSHP; make available to schools best practices and useful tools; address the interconnectedness of health and academics; link to relevant databases and outcome data such as the Youth Risk Behavior Survey (YRBS), Youth Tobacco Survey (YTS), SALT, and RI Kids Count; connect and support networks of teachers and others concerned about school health; provide school health policy information; and reference the RI health and physical education frameworks. This will also assist schools and communities in designing coordinated school health programs to improve the health and academic achievement of students.

### **DELIVERABLES INCLUDE, BUT ARE NOT LIMITED TO:**

- Overall design, theme, framework, and page templates for the interactive, educational Healthy Schools! Healthy Kids! Website, designed according to the 8-component Coordinated School Health Program model and will focus on health education, physical activity, nutrition, tobacco prevention and cessation, HIV/Sexuality prevention education, and school food safety. Website content will be developed by RIDE staff, in consultation with the vendor.

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- Hosting services and technical support for the Website for one year, renewable upon mutual agreement;
- Content and design for a 4- to 6-week (15 or 30 contact hours) standards-based, online professional development program primarily geared towards Rhode Island teachers of health, on the Coordinated School Health Model. The course should follow a basic structure/template provided by RIDE, using the University of North Dakota Aerospace Center course management software, HTMLeZ. Content and design should include, but not be limited to:
  - a syllabus, with goals and objectives,
  - a variety of informational content in specified formats, including new content and/or links to other publicly-available content,
  - weekly interactive assignments,
  - weekly discussion questions, and
  - a variety of evaluation materials.
- Instructions and/or consultation to RIDE staff on course facilitation.

The consultant/entity selected as a result of this request will work at the direction of the Director of the Office of School Support and Family Engagement, as well as the Health Education Specialist and HIV/Sexuality Education Specialist. The consultant selected will be paid at a rate of no more than \$100 per hour not to exceed a total of \$12,500. A contract is expected to be awarded approximately **September 15, 2005 through June 30, 2006**; however, all major work must be finished by **February 28, 2006**. The award may be renewed at the exclusive option of the state, based on vendor performance and the availability of funds. Any award resulting from this request will be subject to the state's General Conditions of Purchase that is available from the Internet at [www.purchasing.state.ri.us](http://www.purchasing.state.ri.us), as well as the terms of this request.

### **SCOPE OF WORK:**

This contract is to provide the Healthy Schools! Healthy Kids! coordinated school health initiative with a design and template for a website to impact schools, school-aged youth, families and communities with salient messages and materials/products that will highlight the connections between improved health and academic performance; improve nutrition; increase physical activity; decrease use of tobacco products; decrease other youth risk behaviors; and help educators to create safe, healthy and nurturing school environments in which students can learn better. The HS!HK! website will interface with the RIDE, HEALTH, HS!HK! e-Academy and prarentlinkri.org websites. In addition, this contract is to provide the development and content for a 4-6 week online professional development course on the coordinated school health model following a structure/template provided by HS! HK!

The vendor will work with Healthy Schools! Healthy Kids! staff in the Rhode Island Departments of Education and Health as well as with other state, community and school partners.

During the period between September 15, 2005 (or when the contract is awarded) and February 28, 2006, the vendor will provide the following services:

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1. Convene meetings with HS! HK! staff in the Rhode Island Departments of Education and Health;
2. Seek input from relevant state, community and school partners;
3. Consult with HS! HK! Communications Plan consultant, as deemed necessary;
4. Design, develop, and produce agreed-upon materials and products; and
5. Meet with HS! HK! staff to review developed materials and products and to provide additional guidance, as necessary.
6. Finished product has to be able to be migrated onto the RIDE website at the appropriate point in time.

### QUALIFICATIONS:

- Proven experience in website design and development;
- Demonstrated understanding of the Coordinated School Health Program model;
- Proven experience working with Coordinated School Health at the local level, as well as at the state and/or national levels;
- Proven experience in designing and developing content for distance learning professional development programs, particularly around school health issues, and particularly using the HTMLeZ course management software;
- Proven experience facilitating distance learning courses for college and/or professional contact hour credits;
- Ability to host and/or arrange hosting of a website, including registration of a unique domain name;
- Ability to meet goals within a short timeframe; and
- Ability to work closely with staff from the Rhode Island Departments of Education and Health, as well as with other state, school and community partners.

Interested individuals should submit Letters of Interest containing the following information:

- A description of the background and qualifications of the vendor;
- A description of the vendor's relevant experience,
- A workplan, including scope of work, deliverables, and timelines, as described in this letter of interest;
- Curriculum Vitae;
- Letters of recommendation; and
- A detailed budget, including hourly rates, any subcontracts (e.g. for website hosting services), printing, supplies, and all other proposed costs.

Relevant samples of previous work may be included as an attachment. The total page limit for the Letter of Interest is not to exceed 25 pages.

Written questions, faxed to the Division of Purchases at 401-222-6387, regarding the Scope of Services covered by this Request, as well as the evaluative criteria to be employed in making recommendations with respect to an award will be accepted at the Office through the close of business **on October 4, 2005**. Please reference **LOI # B05641** on all correspondence. Responses to all questions will be provided, as an Addendum to **LOI # B05641**, and posted on the Division of Purchases Internet Home Page

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([www.purchasing.state.ri.us](http://www.purchasing.state.ri.us)). It is the responsibility of all interested offerors to download the information. If technical assistance is required to download, call the Help Desk at (401) 222-2142, ext. 134.

Letters of Interest to provide the services covered by this Request must be received by the Division of Purchases, **on or before October 14, 2005 at 2:20 pm**. Responses received after this time, as registered by the official time clock at the Division of Purchases, will not be considered.

Responses (an original plus three (3) copies) should be mailed or hand-delivered in a sealed envelope marked "LOI# **B05641** Coordinated School Health Program". No faxed proposals will be accepted.

**Deliver to: State of Rhode Island, Division of Purchases  
1 Capitol Hill  
Providence, RI 02908**

The Vendor assumes responsibility for proposals submitted by mail or commercial delivery service. Proposals misdirected to other state locations or which are otherwise not present in the Division of Purchases at the time of opening, for any cause, will be determined to be late and will not be considered. Faxed responses will not be considered.

### RESPONSE CONTENTS

Responses must include the following:

1. An R.I.V.I.P. generated bidder certification cover sheet (downloaded from the RI Division of Purchases Internet home page at <http://www.purchasing.state.ri.us>)
2. A statement of experience describing the Vendor's background, qualifications, and experience with and for similar projects, and all information described earlier in this solicitation
3. A completed and signed W-9 downloaded from the RI Division of Purchases Internet home page at <http://www.purchasing.state.ri.us>

### EVALUATION CRITERIA

Responses will be evaluated using the following criteria:

- **Capability (background) and qualifications** are clearly demonstrated (0-20 points);
- **A comprehensive listing of similar projects undertaken** (0-10 points)
- **A clear understanding of the State's requirements** and the results intended and desired under this contract has been demonstrated by the offeror (0-20 points);
- **Workplan** is clear, concise, and appropriate with goals, objectives and timeline consistent with the intended and desired results under this contract (0-30 points); and
- **Budget** demonstrates consistency with project objectives and specific activities planned. Funding request is economical and reasonable (0-20 points).

Notwithstanding the above, the State reserves the right to accept or reject any or all offers. The State also reserves the right to award in whole or in part, and to act in its best interest.